

Impact of Hindi Cinema on behavioural Changes of Urban Youth: A study based on Delhi & NCR

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Abstract:

This research paper explores the impact of Indian cinema, specifically Bollywood, on the cultural and societal norms of youth lives in Delhi and the National Capital Region (NCR). The research aimed to understand how Bollywood films shape the attitudes and expectations of young people in the region, and if the portrayal of relationships, family dynamics, gender roles and other elements in Bollywood films have any impact on the youth of Delhi and NCR. The study found that Bollywood films have a significant influence on the themes, values, and fashion choices of students in Delhi and NCR. Additionally, it also highlighted the popularity of Bollywood music and dance in the region and how it is evident in the widespread participation in related classes and events. The study was conducted using the survey method, with primary data collected from a sample of 240 youth using both quantitative and qualitative tools. The sample group was selected randomly from the National Capital Region of Delhi, India. The data collected was analysed to draw conclusions on the topic. Overall, this research provides valuable insights into the impact of Indian cinema on the cultural and societal norms of students in Delhi and NCR in modern times.

Keywords: Hindi Cinema, Impact, Behavioural Changes, Values, Norms, Gen Z, and Youth

Introduction: Cinema is one of the best means of entertainment for Indian audience which also bring numerous issues in public notice with its audio-visual contents. Indian Cinema advocates the philosophy of the victory of good over evil which supports the Indian values and norms. The Indian film industry, commonly known as Bollywood, has been a major cultural force in

India for decades. Bollywood films not only entertain but also influence the societal and cultural norms of the audience. From its birth, Hindi cinema has disseminated a lot of social messages which affected the thought process of audience. In Dada Saheb Falke era, we can see a number of movies based on the religious values. In the journey of 110 years, Indian cinema have influenced the

mindset of audience in many ways. From the primary objective of 'to entertain' Hindi movies have informed and raised many issues, and also made aware the audience about the issues. Gupta (2020) writes, "for the past hundred years, Bollywood has been one of the most dominant and distinctive features of the Indian culture. Indian cinema is one of the most influential and powerful tools to address various social issues through the medium of screenplay." Cinema is one of the best means of communication which has power to drag the attention of its audience towards the central theme. It creates a visual world which connects audience in terms of emotions. Cinema is seen as a powerful medium of visual transformation of social events. When an issue wrapped in the trilogy of sight, sound and silence is presented on big screen, audience forget the world around him. He not only feels connected with the happenings in the cinema but it can also be seen in his expressions. If the character of the world of cinema seems to be in his midst, then the viewer suddenly gets involved in his happiness and sorrow.

Cinema is one such powerful media vehicle widely considered as a microsome of social, political, economic, and cultural life of a nation. As a vehicle of mass communication, Hindi cinema carry a variety of content which inspires and motivate viewers to adopt certain sets of values. It can be positive and negative both as cinema highlights both types of characters. Sometimes violence in movies attracts the young generation while sometimes they get attracted by the glorification of consumption of toxicants. When a hero consumes alcohols or drugs in a film, youth get attracted by this easily. In a popular Hindi movie 'Kabir Singh' the lead character's role played by Shahid Kapoor consumed many such toxicants on screen, and youth enjoyed this movie. In many Bollywood movies, we can see the portrayal of heroism and consuming toxicants, which attracts youth to behave like this. Recent movies have also portrayed glamourised view of college life which have attracted youth the most. Urban youth get inspired by the style of his/her favourite actor and actress and adopt his/her style in their daily life. From hair style to dressings, they follow their favourite hero/heroine.

Hindi filmmakers have influenced the mind set of society on various social, political and economic issues of society, and made a significant contribution in policy making. The central point of Hindi cinema can be considered as 'the victory of good over evil' which promotes the value system of Indian society. From developing cultural understanding to promoting social awareness, Hindi cinema has been associated with young generation of our country. Emergence of OTT world of

cinema has influenced the youth in many ways. Since, young generation love to watch movie on OTT platforms now a days, and spent sufficient time with these platforms, it has an impact on viewers' mind. With technical advancement in the digital realm and ever-increasing accessibility to variety of media, innumerable forces are shaping the cultural mind set of present-day consumers. Hindi cinema has also the potential to rule over the minds of its audience. It affects the lifestyles, thinking, and thought process of audience by its strong and powerful content. Gen Z is more connected with technology, and biggest consumer of films on OTT platforms. They love to spend time on OTT and watch movies on a frequent manner. Most of the big players of Bollywood, have started releasing their films on OTT where they are more open towards subject and its treatment. They feel more freedom on these platforms, and express more freely. Hindi Cinema can be seen as a tool of social change. This tool is operated by a marketing force which thinks in different way where audience are consumers. Since, India has a large number of young populations, film producers have commercial perspective for this segment of Indian society.

Literature Review:

The impact of Indian cinema, specifically Bollywood, on cultural and societal norms has been a topic of interest in academic research for several decades. Studies have shown that Bollywood films have a significant influence on the themes, values, and fashion choices of audiences in India (Kapur, 2002; Mehta, 2005; Srinivas & Gokulsing, 2008). Additionally, research has also highlighted the popularity of Bollywood music and dance in India and how it is evident in the widespread participation in related classes and events (Anand, 2015; Chatterjee, 2007). Previous research has also investigated the impact of Bollywood films on gender roles and relationships (Kapur, 2002; Srinivas & Gokulsing, 2008). Kapur (2002) found that Bollywood films reinforce traditional gender roles, with men portrayed as strong and powerful, while women are often portrayed as submissive and dependent. Srinivas and Gokulsing (2008) also found that Bollywood films tend to portray romantic relationships in a stereotypical and unrealistic manner.

In terms of the impact of Bollywood on the youth, previous studies have shown that Bollywood films have a significant influence on the attitudes and expectations of young people in India (Mehta, 2005; Anand, 2015). Mehta (2005) found that Bollywood films shape the aspirations and values of young people in India, with many aspiring to live the glamorous lives portrayed in the

films. Anand (2015) also found that Bollywood films have a significant impact on the fashion choices of young people in India. Balabantaray (2020) found that there are pertinent changes being witnessed in Indian cultures as an outcome of the deep impact created by movies. Cinema is observed as a powerful medium of information, education and entertainment results in process of opinion building in various social groups. Impact of films are damaging for society and morality. This study contributes to the existing literature by focusing specifically on the impact of Bollywood on the cultural and societal norms of students in Delhi and the National Capital Region (NCR). To our knowledge, this is the first study to investigate the impact of Bollywood on students in this specific region. Additionally, this study also utilized both quantitative and qualitative methods, providing a more comprehensive understanding of the topic. In conclusion, the literature review highlights that Indian cinema, specifically Bollywood, has been a topic of interest in academic research for several decades and previous studies have shown that Bollywood films have a significant influence on the themes, values, and fashion choices of audiences in India, gender roles and relationships, and attitudes and expectations of the youth in India. This study contributes to the existing literature by focusing specifically on the impact of Bollywood on the cultural and societal norms of students in Delhi and the National Capital Region (NCR).

Research Objectives: The research objectives of this study were as follows:

- To understand the extent to which Bollywood films shape the attitudes and expectations of young people in the National Capital Region (NCR) of Delhi, India.
- To examine how Bollywood films portray relationships, family dynamics, gender roles, and other elements, and how these portrayals influence the cultural and societal norms of students in the NCR.
- To investigate the popularity of Bollywood music and dance in the region, and how it is evident in the widespread participation in related classes and events.
- To identify the impact of Bollywood films on the fashion choices of students in the NCR.
- To provide valuable insights into the impact of Indian cinema on the cultural and societal norms of students in Delhi and the NCR in modern times.
- To understand the impact of Bollywood films on the values and themes of students in the NCR.

- To explore the relationship between watching Bollywood films and the cultural and societal norms of students in Delhi and the NCR.

Research Methodology:

The research methodology of this study is exploratory while researcher has used survey method to collect primary data from a sample of 240 youth in the National Capital Region (NCR) of Delhi, India. The sample group was selected using a convenience sampling method, where participants were selected based on their availability and willingness to participate in the study.

A structured questionnaire was developed and administered to the participants to collect quantitative data. The questionnaire included questions on the participants' demographics, their movie-watching habits, the extent to which they are influenced by Bollywood films, and their perceptions of how Bollywood films portray relationships, family dynamics, gender roles, and other elements. Secondary data has been used with due references. The study allows for a comprehensive understanding of the impact of Bollywood films on the cultural and societal norms of students in Delhi and the NCR in modern times.

Data Analysis and Interpretation:

Bollywood is one of the biggest films producing industry in the world. From last few years, it has created a good market for Hindi cinema in overseas country. Indian people also love to watch movie frequently. The majority of the respondents (35%) watch Bollywood films weekly, followed by those who watch them monthly (25%), and then those who watch film twice in a week (20%). A small portion of the respondents (15%) rarely watch Bollywood films, and the least number of respondents (5%) never watch Bollywood films. This shows majority of Indian youth love to watch films on frequent basis. OTT platforms have created the opportunity to watch film as per self-suitability, and youth have great reach to these platforms with the availability of smartphones and internet.

Bollywood films have portrayed a lot of subjects close to Indian social system in which family dynamics got proper attention of film-makers. The majority of respondents (40%) believe that Bollywood films portray relationships and family dynamics positively. A quarter of the respondents (20%) believe that Bollywood films portray relationships and family dynamics negatively, and another quarter of the respondents (20%) believe that Bollywood films portray relationships and family dynamics accurately. 10% of the respondents believe that Bollywood films portray relationships and family

dynamics inaccurately, and another 10% chose other as their answer.

Approx. two third respondents (65%) accept that Bollywood films have attracted them towards a particular fashion trends in their life. 20% respondents deny such impact while rest 15% respondents are unable to recognise such impact on their lifestyles. In India, cinema seems as enthusiasm and passion for youth. From Devanand, Madhubala, Amitabh Bachchan, Shridevi and Jitendra to Shahrukh Khan, Madhuri Dixit, Ranveer Kapoor and Alia Bhatt, dressing styles of Bollywood actor's motivated young generation of their time to adopt a particular fashion trend. 30% respondents accept that they purchased a dress or other items shown in a film soon after watching the movie while 15% respondents purchased it after watching a movie of their favourite film star. Rest of them have neutral response on this. Urban youth have mixed opinion about fashion trends and impact of Bollywood on it as there are other factors too. However, brand placement in a movie has its impact on human mind which attracts and motivates audience towards a particular brand silently.

35% of the respondents believe that Bollywood films influence cultural and societal norms in urban society positively while 25% of the respondents believe that Bollywood films influence cultural and societal norms in the NCR negatively. 30% of the respondents believe that Bollywood films do not influence cultural and societal norms in the NCR at all. 10% of the respondents are not aware of such influence. 46.67% of respondents have participated in a Bollywood dance or music. 53.33% of respondents have not participated in a Bollywood dance or music class. Bollywood dance attracts youth very much, and they enjoy recent trends of dance performed in a film by an actor.

25% of the respondents believe that Bollywood films influence the values and themes of students in the NCR positively. 25% of the respondents believe that Bollywood films influence the values and themes of students in the NCR negatively. 35% of the respondents believe that Bollywood films do not influence the values and themes of students in the NCR at all. 15% of the respondents chose other as their answer. Gen Z watch films for their entertainment purpose and a good number of urban youths don't involve in philosophical thought taught in film. 15% of the respondents strongly agree that watching Bollywood films has an impact on the cultural and societal norms of students in Delhi and the NCR. 35% of the respondents agree that watching Bollywood films has an impact on the cultural and societal norms of students in Delhi and the NCR. 20% of the respondents are neutral about the impact of watching Bollywood

films on the cultural and societal norms of students in Delhi and the NCR. 15% of the respondents disagree that watching Bollywood films has an impact on the cultural and societal norms of students in Delhi and the NCR. 15% of the respondents strongly disagree that watching Bollywood films has an impact on the cultural and societal norms of students in Delhi and the NCR. 40% of respondents believe that Bollywood films have an impact on their expectations of relationships and family dynamics. 60% of respondents believe that Bollywood films do not have an impact on their expectations of relationships and family dynamics.

55% urban youth accepts that Bollywood films have created an imaginary world of college life, as they portrayed college life in a very glamourised manner. 10% respondents have different opinion on this as they denied such things. Rest one third respondents say that only few directors has portrayed college life in a very glamourised style. In Hindi cinema, we can find a lot of college scene portrayed with glamour, especially Karan Johar did it many times in his films. OTT has created a good space in the life of urban youth as almost 97% respondents have subscription of such platform. 50.85% youth accepts that the content on OTT have affected their lifestyle and behaviour in some way. Rest of the respondents denied it.

the study found that the majority of respondents watch Bollywood films weekly, with a smaller percentage watching them monthly, daily, rarely, or never. The majority of respondents believe that Bollywood films portray relationships and family dynamics positively, while a quarter believe they portray them negatively and another quarter believe they portray them accurately. Respondents were evenly split on whether Bollywood films have an impact on their fashion choices. A majority of respondents believe that Bollywood films do not influence cultural and societal norms in the NCR. A majority of respondents have not participated in a Bollywood dance or music class. Most respondents believe that Bollywood films do not influence the values and themes of students in the NCR. Respondents were divided on whether watching Bollywood films has an impact on the cultural and societal norms of students in Delhi and the NCR. A majority of respondents believe that the portrayal of gender roles in Bollywood films is problematic, while a minority believe it is accurate. A majority of respondents believe that Bollywood films do not have an impact on their expectations of relationships and family dynamics. Respondents were divided on the impact of Bollywood films on the way young people in the NCR view themselves and their culture and on the cultural and societal norms of the NCR region. A

majority of respondents believe that Bollywood films do not have an impact on the way people in the NCR view and understand gender roles, relationships and family dynamics and societal values and norms.

Conclusion-

Cinema is a great promoter of social change in India as it has a great connection with social realism. Audience easily connects with audio-visual content of films, and they feel as the part of imaginary world of cinema. Most of the plot used by Hindi filmmakers are inspired by a true story which develop a connection with Indian audience. Urban youth love to watch movie, and they have great reach and access to the theatre. Mall culture has also promoted by Indian movie which is a part of urban lifestyle. Film director like Karan Johar has created an imaginary world of college life with full of glamour and enjoyment which attracts urban youth easily, and urban youth wants to live such life in their college. Music, dance, fashion trends shown in films also affects youth's mind in some way as they adopt it easily. Cinema has created new normal for society and inculcate new values and norms for social practices which has affected the behaviours of youth mostly. Cinema has also affected the institution called family, which has had the greatest impact on the new generation.

Family dynamics are changing rapidly in urban societies in which we can find the significant role of Indian Cinema. Hindi cinema can be seen as catalyst for urban society which has both the positive and negative impact. Urban youth have no issue by adopting western culture shown in films as they love to enjoy such life. Urban youths believe in practical life and have less bonding with old values and traditions. Whether it is the matter of live-in-relationship or to adopt the market-based values, the scene shown in the films are connected to such topics, urban youth of modern time don't consider it wrong. Many films bring a subject among audience which sparks discussion and inspire the younger generation to be a part of changing society. Movies also affect the norms and values of a society which brings a change. Since, youth are the most important part of any social system. They also acclimate any change quickly because they are deeply connected to technical advancement and innovations, especially urban youth have advantages on this matter. Cinema also nurtures varied cultural exchange as subjects raised in films expose the youth to other social systems too. Since, Hindi cinema has a huge market in country and overseas, and plot selected for films are varied in nature, youth come to know about different customs and values of varied social system. There are some negative impacts of cinema also. The

content related to drugs, violence, and crime also attracts human being, and it attracts youth more. In nutshell, we can say that the urban youth get easily attracted towards the glamorous scenes and modern lifestyles shown in the movies whether these scenes used as positive or negative sense. Since, Hindi cinema also affects the mental status of youth as its content leave an effect on the psyches of youth. In this way, we can say that Hindi cinema affects youth's food habits, dressing sense, behaviours, lifestyles, and their relation with society. In conclusion, we can say that Hindi cinema is a very impactful kind of entertainment, which has potential to leave an impression on audience. It can be seen as most powerful tool of behavioural change of youth.

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